

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

Syllabus for M. Sc in Media Science

COURSE STRUCTURE (In-house)

(Effective from Admission Session 2020-2021)

Duration

2 Years - 4 semesters with four options for specialization and two industry internships

Course Details

Total marks: 3000 Theory: 1600 Practicals (including internships & dissertations): 1400

Internships: 2

Each theory paper is for 100 marks, out of which 70 marks for external examination and 30 marks for projects and internal assessments and each practical paper is for 100 marks, out of which 60 marks for external examination and 40 marks for projects and internal assessments

Specialization options: **A. Print and Cyber Media; B. Electronic & Entertainment Media (Radio & Television); C. Multimedia & Visual Communication : Graphics & Animation; D. Marketing Communication: Advertising, PR & Event**

First semester

Paper type	Paper Code	Paper Name	
Theoretical	MMC 101	Mass Media and Communication	4
Theoretical	MMC 102	Understanding Media in Historical Perspective	4
Theoretical	MMC 103	Introduction to Journalism	4
Theoretical	MMC 104	Indian Constitution, Media Laws and Ethics	4
Theoretical	MMC 105	Introduction to Advertising and Public Relations	4
Theoretical	MMC 106	Introduction to Visual Language:Photography & Videography	4
Practical	MMC 191	Still Photography & Videography lab	2
Practical	MMC 192	Life Style Management Skills: Advanced Soft Skills, Theatre Workshop	2
Practical	MMC 193	Basic Media Software (Lab)	2

		Total Semester Credit	30
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Second semester

Paper type	Paper Code	Paper Name	
Theoretical	MMC 201	Development & Environmental Communications	4
Theoretical	MMC 202	Folk, Traditional & Popular Media of India	4
Theoretical	MMC 203	Film Theory and Practice	4
Theoretical	MMC 204	Applications of Information Technology in Media	4
Theoretical	MMC 205	New Media & Cyber Technology	4
Practical	MMC 291	Writing, Editing Practicals	2
Practical	MMC 292	Advanced Multimedia Software Lab	2
Practical	MMC 293	Digital Filmmaking Lab	2
Practical	MMC 294	Summer Internship	2
		Semeter Credit	28

Third semester

Specialization A: Print and Cyber Media

Paper type	Paper Code	Paper Name	
Theoretical	MMC 301A	Management Principles and Media Business	4
Theoretical	MMC 302A	Communication Research	4
Theoretical	MMC 303A	Advanced Print Journalism & Photo Journalism	4
Theoretical	MMC 304A	Cyber Journalism	4
Practical	MMC 391A	Print Practical	2
Practical	MMC 392A	Print or Cyber Media Research	2
Practical	MMC 393A	Web Journalism Practicals	2
		Total Semester Credit	22

Specialization B: Electronic & Entertainment Media (Radio & Television)

Paper type	Paper Code	Paper Name	
Theoretical	MMC 301B	Management Principles and Media Business	4
Theoretical	MMC 302B	Communication Research	4
Theoretical	MMC 303B	Radio: Theory & Practice	4
Theoretical	MMC 304B	Television Journalism	4
Practical	MMC 391B	A Short Television Program	2
Practical	MMC 392B	Television or Radio Research	2
Practical	MMC 393B	Production of a Radio Drama/ Documentary	2
			22

Specialization C: Multimedia & Visual Communication : Graphics & Animation

Paper type	Paper Code	Paper Name	
Theoretical	MMC 301C	Management Principles and Media Business	4
Theoretical	MMC 302C	Research on Visualization & Design Strategies	4
Theoretical	MMC 303C	Graphic Design Principles, Typography & Layout	4
Theoretical	MMC 304C	Principles, Styles and History of Animation	4
Practical	MMC 391C	Design Software Lab	2
Practical	MMC 392C	Animation Software Lab	2
Practical	MMC 393C	Video / Composting Lab	2

Specialization D: Marketing Communication: Advertising, PR & Event

Paper type	Paper Code	Paper Name	
Theoretical	MMC 301D	Management Principles and Media Business	
Theoretical	MMC 302D	Research on Copywriting & Visualization Strategies	
Theoretical	MMC 303D	Marketing Fundamentals & Corporate Communications	
Theoretical	MMC 304D	Consumer Behaviour & Brand Management	
Practical	MMC 391D	Publicity for an Event	
Practical	MMC 392D	Ad Campaign	
Practical	MMC 393D	Corporate film making	

Fourth semester

Specialization A: Print and Cyber Media

Paper type	Paper Code	Paper Name
Theoretical	MMC 401A	Comparative Media Studies
Practical	MMC 491A	Live Project
Practical	MMC 492A	Dissertation & Viva
Practical	MMC 493A	Website & content creation
Practical	MMC 494A	Internship

Specialization B: Electronic & entertainment media (Radio & Television)

Paper type	Paper Code	Paper Name
Theoretical	MMC 401B	Comparative Media Studies
Practical	MMC 491B	Live Project
Practical	MMC 492B	Dissertation & Viva
Practical	MMC 493B	Production of a television news bulletin
Practical	MMC 494B	Internship

Specialization C: Multimedia & Visual Communication: Graphics & Animation

Paper type	Paper Code	Paper Name
Theoretical	MMC 401C	Advanced animation techniques
Practical	MMC 491C	Live Project
Practical	MMC 492C	Dissertation & Viva
Practical	MMC 493C	Production of a TVC with animation
Practical	MMC 494C	Internship

Specialization D: Marketing Communication: Advertising, PR & Event

Paper type	Paper Code	Paper Name
Theoretical	MMC 401D	Principles of Event Management
Practical	MMC 491D	Live Event Project
Practical	MMC 492D	Dissertation & Viva
Practical	MMC 493D	Planning and Executing an Exhibition
Practical	MMC 494D	Internship

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Detailed Syllabus

Aim

Due to the changing environment in mass media, in which the boundaries of each conventional medium such as daily paper, radio and tv have been coordinated online, this program will plan understudies to enter the field of modern media within the modern globalized world. The program points to deliver graduates with the vital and progressed information in communication, planning them to be the pioneers in mass communication with ethical quality, inventiveness, quick demeanors and other fundamental related abilities, especially, English dialect aptitudes. Centering on concepts, hypotheses and proficient homes in advanced labs and studios, understudies are instructed to think and analyze issues basically, and pick up a comprehensive understanding in their field. The objective is for graduates to apply their information and contribute to making a difference and create society in a positive way.

Objectives

1. Media masters will develop the strong academic knowledge and professional skills so they are prepared to join a media related profession.
2. Media masters will contribute to society for awareness and value.
3. Media masters will become leaders of the society with a sense of high morality, advanced skills and insightful attitudes.
4. Media masters will become the leaders in mass communication and journalism.
5. Media masters will become the leaders in the domain of the electronic media and promotion
6. Media masters will become the leaders in the domain of the Animation and Cinemas

Program Outcomes

Media Science masters will be able to:

- 1. Media knowledge:** Apply the knowledge of media, science, fundamentals, and an media specialization to the solution of complex media and media problems.
- 2. Problem analysis:** Identify, formulate, review research literature, and analyze complex media and film making problems and decision making models.
- 3. Design/development of solutions:** Design solutions for media problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- 4. Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- 5. Modern tool usage:** Create, select, and apply appropriate techniques, resources and modern media and media tools including prediction and modeling to complex media activities with an understanding of the limitations.
- 6. The graduates and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.
- 7. Environment and sustainability:** Understand the impact of the professional media and film impacts in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- 8. Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the educational practice.

9. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

10. Communication: Communicate effectively on complex media activities with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions

11. Project management and finance: Demonstrate knowledge and understanding of the media and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

12. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological and social changes.

Semester I

MMC 101: Mass Media and Communication

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply the fundamental concepts and features of COMMUNICATION in media industry

CO2: Apply the THEORIES OF COMMUNICATION for media projects

CO3: Interpret the market trend in media industry using key concepts of Communication

CO4: Apply communication techniques for multimedia platforms.

Unit 1: Communication: Definition, Types, Processes, Role

Meaning & Definition of Communication, Features of Communication, Different techniques & processes of Communication, Barriers of communication, 7C's of Communication, Verbal & Non verbal Communication, Types – Intra-personal, Inter-personal, Group, Mass Communication, Roles and Functions of Mass Communication.

Unit 2: Models of Mass communication

Models of Communication- Aristotle's classical model , Berlo's Model, Lasswell's Model, Shannon and Weaver, Osgood, Wilbur Schramm, George Gerbner, Gibson, Elaboration-Likelihood Model, Gate-Keeping Model, Dance Model, New Comb Model, Uncertainty Reduction Model Convergent Model, Spiral of Silence

Unit 3: Theories of Mass Communication

Magic Bullet Theory, Cultivation Theory, Agenda Setting theory, Cultural Imperialism Theory, Spiral of Silence Theory, Media System Dependency Theory, Normative Theories, Functionalist & Marxist Theory of Mass Media, Hypodermic Needle Theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory, Diffusion of Innovation; Dominant Paradigm, Cultural Imperialist Theory

Unit 4: Key Concepts in Communication

Stuart Hall: Encoding & Decoding Marshall Macluhan: Understanding the Message Jurgen Habermas: Public Sphere Louis Althusser: Ideological State Apparatus Frankfurt School Raymond Williams: On Television Pierre Bourdieu: 'Fields of Journalism, Social Science and Politics' Jean Baudrillard: Simulacra and Simulation

Suggested projects: Application of selected theories in contemporary media texts

SUGGESTIVE READINGS:

Revolution of Media Communication: K Shipra, Alfa Publication (2007)

Media and Communication by Paddy Scannell, Sage Publications (CA) (2007)

Mass Communication Theory – Dennis MaQuail

Mass Communication & Journalism In India – D.S. Mehta

Mass Communication in India – Keval J. Kumar

Mass Communication – Carter Martin D.

Mass Communication Theory – Stanley J. Baren & Dennis K. Davis

Introduction to Mass Communication – Agee, Ault & Emery Life to those Shadows – Noel Burch

MMC 102: Understanding Media in Historical Perspective

Paper Type: Theory

(100 marks) Lecture hours: 40

Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply the concepts in Exploring local history of different media

CO2: Implement the theories for correlating growth of media to socio economic political factors

CO3: Interpret the emergence of New Media in comparison to the traditional media platforms.

CO4: Apply the information to document the evolution of media

Unit 1: Early history

Communication in pre historic era Development of language and the oral tradition Development of writing and record keeping, manuscripts (Global & Indian perspective)

Unit 2: Era of the printed page

Development of printing & its long term impact on society: age of enlightenment, era of books (Global & Indian perspective) Development of newspapers and magazines (Global and Indian perspective)

Unit 3: Visual representations

Development of photography, animation and cinema

Unit 4: Development of electronic media

Telegraph, radio, television

Unit 5: Development of New Media & convergence of media

New about New Media Convergence of mechanical recording & reproductional techniques and computational techniques to form new media: A historical perspective Emergence of Cyber Culture

Suggested Projects: Exploring local history of different media; studying growth of media in a chosen era; correlating growth of media to socio economic political factors

Stuart Hall, Encoding: Decoding in Hall, s et al, (eds) Culture, Media, Language, Hutchinson, 1986

The Sociology of Culture by Raymond Williams

Marshall McLuhan: The Medium and the Messenger 2 Rev ed Edition by Philip Marchand, MIT Press (MA)

Understanding Media: The Extensions of Man New edition Edition by Marshall McLuhan, MIT Press (MA) The Medium is the Massge Marshall McLuhan Quentin Fiore by Marshall McLuhan, Penguin Books India Curran, James and Gurevitch, Michael (2000), Mass Media and Society, Oxford

MMC 103: Introduction to Journalism

Paper Type: Theory

(100 marks) Lecture hours: 40

Tutorial hours: 20

On completion of the course, students will be able to

CO1: Write news reports, features and headlines

CO2: Design the structures of Newspaper, newsletter & magazine

CO3: Apply the theories of reporting to prepare a new report from inception to publication

CO4: Analyze and editing reports for publication

Unit 1: News & features

Role and qualities of a journalist; broadcast journalism vs. print journalism Meaning of news, hierarchy of news, hard and soft news, structure of a news report, writing headlines, objectivity and bias News versus features; types of features

Unit 2: Newspapers, magazines, newsletters

Anatomy of a newspaper, analysis of the front page, comparative study of two newspapers, the OP ED page, sports pages, photos in a newspaper Online editions of newspapers and the special features they offer Types of magazines: news magazines, lifestyle magazines, special interest magazines Meaning and importance of newsletter

Unit 3: Reporting

1. Introducing the role of the reporter and its significance within mass media; training and qualifications to be a reporter; the expected and unexpected in reporting; reporting skills and functions.
2. Stages in the reporting process- newsgathering and journalistic research; developing ideas a news 'sense'; understanding what makes a story newsworthy and what does not; understanding how news stories are constructed.
3. Skills for News Reporting- The basic formula (i.e. the 5Ws and 1 H); the Inverted Pyramid; Writing Leads and understanding its various kinds; Other skills- incl. observation (seeing and listening), fact-finding, analyzing and interpreting materials, note-taking, interviewing types and skills.
4. Writing news reports- Starting with lead paragraphs, using quotes in the body of the report and ending with a balanced conclusion.
5. Extracting news reports from external sources- Citizens, press releases and conferences, institutional/government bodies, businesses and charities, etc.

6. Theories in Reporting- Types of Reporting: Objective, Interpretative, Investigative, Legal, Developmental, Political, Crime, Sport, Financial, Science, Health, Education, etc. Understanding the importance of clarity and accuracy in news reporting, incl. jargons, euphemisms, gaps in the facts, verification processes.

Unit 4: Editing

1. Understanding the nature and importance of editing; principles of editing; the editorial desk and its functions; preparing edited copy before it goes to press; following editing policy, i.e. the stylebook; editing and proof-reading symbols and understanding their significance.

2. Qualifications and functions of sub-editors, chief sub-editors and departmental editors; copy selection and copy-testing; principles, types and techniques in headlining.

3. Structure and functions of newsrooms for daily and weekend newspapers, as well as weekly, monthly periodicals; understanding different sections in newspapers and magazines and their functions.

Suggested Projects:

- Comparative study & analysis of two newspapers for a period of one week
- Coverage of a news story for a period of 1 month and submission of a report on that.
- Analyzing the Front Page of a daily newspaper for two weeks focusing on the Leads, Anchor Story & Headlines.
- Comparative analysis of the Editorial pages of two newspapers.

SUGGESTIVE READINGS:

Edward r. Murrow and the birth of broadcast journalism by bob Edwards

Understanding media by Marshall McLuhan

MMC 104: Indian Constitution, Media Laws & Ethics

Paper Type: Theory

(100 marks) Lecture hours: 40

Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply knowledge of Press Laws while reporting

CO2: Identify the lapses of law while reporting.

CO3: Identify crimes in Cyber space

CO4: Prepare contemporary case studies based on press freedom

Unit 1:

Press Laws- Need to study; Media Ethics & Professional Morality, Code of Ethics & Guidelines for the Press The McBride Commission, NANAP and NWICO Freedom of the press in India, Press during Emergency

Unit 2:

The Press Council Act and the Press Council of India, TRAI, Broadcasting Bill and the BRAI, Indian Broadcasting Federation, Lokpal Bill and Lokayukta.

Unit 3:

The Press (Objectionable matters) Act, Defamation, Libel & Slander Contempt of Court, Copyright, Intellectual Properties Act Press & Registration of Books Act, Delivery of Books & Newspapers Act, Official Secrets Act, Indian Telegraph Act, Indian Post Office Act, Newspaper (Price & Page) Act, Newspaper (Price Control) Act, Working Journalists (Fixation of Wages) Act, Prevention of Seditious Meeting Act, Prevention of Publication of Objectionable Matter (Repeal Act), Young Persons (Harmful Publication) Act 1956, Drugs and Magic Remedies Act Sedition Act

Unit 4:

Internet & Cyberspace in the present age, Evolution & History of Cyber Crime, Various Cyber Crimes, Cyber Laws & Information Technology Act

Suggested Projects:

- Case studies of the respective laws have to be researched & discussed in the class by the students.
- Students will write an analytical essay on press freedom based on contemporary case studies

SUGGESTIVE READINGS:

Laws of the Press in India – Justice Durgadas Basu

Press & Press Laws in India – H. P. Ghosh

Essential Laws for Journalism – R. M. Taylor

Press Laws – Nirad Kumar Bhattacharya

Mass Media & Related Laws in India – B. Manna

Gaping for Ethics in Journalism – Eugene H. Goodwer

Nature of Cyber Laws – S.R. Sharma

Indian Constitution by Patanjali N. Chaturvedi, Kunal Books

The Indian Constitution (Paperback) by Madhav Khosla, Oxford University Press

MMC 105: Introduction to Advertising and Public Relations

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply the basic concepts of public relation skills to enhance growth of a project

CO2: Design a publicity campaign

CO3: Start and supervise an advertising agency

CO4: Prepare a House Journal

Section A

Unit 1:

Origin & Development of Advertising, History of Indian Advertising, Advertising: Meaning, Attributes, Goals, Process of Advertising, Role of Advertising, Advertising Types, Principles,

Unit 2:

Publicity, Propaganda and Sale Promotion, Target Audience, Brand, Brand Equity, Brand Ambassadors, Brand Image Positioning Budgeting, Steps in Advertisement Planning, Advertising Creativity, Copy Writing and Visualization

Unit 3:

Advertising Agency, Function & Role. Selection of Advertising & Agency, Agency organization, Dimensions of agency business, The Creative Services, Account services, Marketing services, Administrative services, Advertising Copy & Layout, Advertising Media—Print, radio, Television, Web, Film, Outdoor, Selecting an agency Structure of Agencies, Types of Agencies, Agency Structure and Function, Media related decisions

Unit 4:

Advertising ethics. Emerging trends/issues

Section B

Unit 1:

PR- Definition, PR-Publicity/Propaganda & Public Opinion

History of PR- Growth as a communication function, PR- as a management function, PR-principles, planning, implementation, research, evaluation, PRO- qualifications and function

PR Tools - Press releases, Press conference, House journals, Corporate films, Other PR Tools (Newsletter, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters) Community relations / Employee relations / Govt.relations / Lobbying / CSR (Corporate Social Responsibility) PR in India (Both public & private sector) Role & Function of a PR-Agency Emerging trends in PR Crisis Management: Predictable and unpredictable crisis, crisis situations, reaction to crisis, crisis communication, more than just debunking the damage, Out of adversity, post crisis communication. The relationship between individual and organization stress, coping with stress.

Suggested Projects:

- Comparative Analysis of two successful brands in the creation & retention of Brand Image.
- Analyzing the changes in the ad campaigning of a successful brand
- Writing a PR Campaign
- Preparing a House Journal

SUGGESTIVE READINGS:

http://tobaccocontrol.bmj.com/content/9/suppl_2/ii18.full

<http://www.aptcoweb.com/news/casestudies.htm>

<http://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG287.htm>

<http://www.simplyzesty.com/facebook/case-study-nutella-facebook-ad-campaign-outperforms-tv/>

MMC 106: Introduction to Visual Language: Photography & Videography

Paper Type: Theory

(100 marks) Lecture hours: 40

Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply photography skills to prepare engaging reports

CO2: Editing photos and videos using digital technology

CO3: Make short films using concepts of videography

CO4: Use filmmaking concepts to shoot an ad campaign.

Unit 1: Basic Aspects of Visual Culture

Painting: John Berger's Ways of Seeing – Selected Reading Perspective and Renaissance
Painting Impressionism Avant Garde Art- Surrealism, Dadaism and Cubism Graphiti as Art and Resistance

Photography: Development of Photography Genres of Photography – Candid, Glamour, Wildlife, Sport and War Analogue and Digital Aesthetics of Photography – Composition, light, frame, color and monochrome effects Study of Photographers and their work – Cartier Bresson and Raghu Rai

Unit 2: Optics & Chemistry of photography

Image formation, view finder cameras, twin lens cameras, single lens cameras Types of lenses Aperture, exposure time, film speed, exposure meters Image formation in available light, Lighting, Image formation in artificial light Developing, printing and enlargement of photographs Dark room techniques, chemicals used in developing and printing

Unit 3: Digital photography and photo editing

Digital image formation, auto mode Vs. manual mode, comparasion of digital and analogue techniques, capturing motion, photo editing using Photo Shop

Unit 4: The Video Camera

Types of video cameras, Basic operation of a video camera, Recording formats (HD, SD)

Suggested projects: Analysing camera and lighting pattern in a chosen film; analysing a chosen photographer's work; a project based on family portraits or family albums

SUGGESTIVE READINGS:

Visual Culture & Photography Ways of Seeing By John Berger Pub: BBC and Penguin Books

The Photograph, Graham Clarke, Oxford University Press

The Mind's Eye. Henri Cartier Bresson

An Inner Silence: Portraits of Henri Cartier Bresson, Agnes Cire, Jean Luc Nancy

River of Colour: The India of Raghubir Singh, Raghubir Singh

MMC 191: Still Photography & Videography Lab

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Apply photography skills to prepare engaging reports

CO2: Editing photos and videos using digital technology

CO3: Make short films using concepts of videography

CO4: Use filmmaking concepts to shoot an ad campaign.

Familiarization with a view finder camera, DSLR camera, Exposure meter, Exercise of doing a photo essay

Familiarization with artificial lights, an exercise in lighting

Familiarization with video camera and its basic operations.

Exercise of doing a 10 shot exercise

SUGGESTIVE READINGS:

Visual Culture & Photography Ways of Seeing By John Berger Pub: BBC and Penguin Books

The Photograph, Graham Clarke, Oxford University Press

The Mind's Eye. Henri Cartier Bresson

An Inner Silence: Portraits of Henri Cartier Bresson, Agnes Cire, Jean Luc Nancy

River of Colour: The India of Raghbir Singh, Raghbir Singh

MMC 192: Lifestyle Management Skills: Advanced Soft Skills, Theatre Workshops

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Apply skills to conduct interviews and group discussions

CO2: Apply concepts to prepare PPT and visual presentations for projects

CO3: Write business related mails, business letters

CO4: Build networks and organize teams for future projects

Verbal presentations

Telephonic communications, Face to face communication, Body language and attire, Interview skills (Conducting an interview, facing an interview), Pitching skills

Written communications

Business letters, Emails, How to say 'no' politely

Visual presentations

Optimal use of PPT, Other visual media

Team work & networking

Communication with peers

Communication with boss

Communication with subordinates

Suggested Projects:

Students will undergo a Theatre Workshop and put up a short skit.

MMC 193: Basic Media Software (Lab)

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Use Photoshop for photo editing

CO2: Use Corel Draw for graphics design

Application software: Photoshop: Photo editing; designing; lay out; compositing; matte painting; colour correction.

Application software: Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics – Conversions- Graphs - COREL SHOW - Cartoons -Use of colours in publishing concepts.

SUGGESTIVE READINGS:

Adobe Photoshop Classroom In A Book (2020)

Adobe Photoshop CC for Photographers 2018

Coreldraw 2019 & coreldraw Home and Student 2019 - Training Book with many Exercises

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Detailed Syllabus

Semester II

MMC 201: Development & Environmental Communications

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Analyze development and apply the concept of sustainable development

CO2: Implement communication tools in environmental development

CO3: Identify environmental issues to mitigate the same

CO4: Identify the role and significance of media in environmental studies

Unit 1:

Development fundamentals Meaning of development, development index, GDP, poverty index, literacy index, health index & mortality rate, sustainable development, Government's schemes and policies

Unit 2:

Beats in development communication Education, agriculture, rural development, migration urban town planning, people's initiatives, natural resource management, micro finance & rural economy, individual entrepreneurial ventures, role of NGOs, human rights

Unit 3:

Issues related to environment Air, water, soil pollution; biodiversity preservation; international protocols, Global summits

Unit 4:

Communicating environmental issues Role of media in sensitizing the people, significance of World Environment Day, Earth Day etc, need for proper research and accurate data

Suggested Projects:

- Students will have 45 min. to write a 30 lines' text on any aspect of the chosen country.
- Students will write a 45 lines' news story on their state/district's literacy situation.
- Students will develop a news story on the influence of mass media on development in their state/district.
- Students will write international news stories on community radio stations

SUGGESTIVE READINGS

The Handbook of Global Media and Communication Policy by Robin Mansell, Marc Raboy

N. Jayaweera and Amunagama (Eds.): Rethinking Development

Communication, Singapore: AMIC,

Duchi (Ed.): Development Communication at GrassrootLevel,

R. Ostman (Ed.): Communication and Indian Agriculture, New Delhi: Sage:

U. Narula and B. W. Pearce: Development as Communication. A. P. Thrithwala: Growth and Development. India: 2020.

Indian Economy – Latest edition.

Geeta Aravamudan : Disappearing Daughters.

MMC 202: Folk, Traditional and Popular Media

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Demonstrate the use and the structure of folk tales in media

CO2: Apply fundamental concepts of different traditional folk media

CO3: Differentiate popular media and mass media

CO4: Implement the concepts of folk and traditional media in print, radio, television, cinema and new media

CO5: Identify the role of new media in democratization of communication

Unit 1:

Folk Media – Definition, Meaning Use and Structure of Folk Tales: Narratology Theory of Vladimir Propp Forms of Folk Music – Western (United States and Europe) Indian (Bengal, Maharashtra) Traditional Folk Media and its Classification - Jatra, Pala, Leela, Yakshagana, Tamasha, Nautanki, Street Play, Puppetry, Palla Therkuttu, Chhou. Traditional Folk Media and Communication Traditional Folk Media in Promoting – Health, Education, Tourism, Women's Issues

Unit 2:

Popular Media – Definition, Meaning Popular and Mass Media and their relation High art, Low Art and Pop Art – A Study on Andy Warhol Forms of Popular Media – Print, Radio, Television, Cinema and New Media Relation between Traditional, Popular and Mass Media Popular Media and Cultural Hegemony – examples of Advertisement and Cinema

Unit 3:

New Folk Media New Media and Democratization of Communication Eisenstein and his work on New Folk Media YouTube, P2P and the question of Intellectual Property Law

Suggested Project: Doing a video documentation of a folk media form

SUGGESTIVE READINGS

Traditional Folk Media In India by Shyam Parmar

MMC 203: Film Theory & Practice

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Implement the practice of film theory in cinema production

CO2: Differentiate between cinema & theatre; cinema & music; cinema & literature

CO3: Demonstrate the application of visualization strategies in film making

CO4: Apply the fundamental concepts script writing and storyboard writing in film production

CO5: Develop the concepts of dialogue writing and film editing

Unit 1: Cinema

Christian Metz's theory of film language, Andre Bazin's theory of realism, Eisenstein's montage theory

Unit 2: Cinema and other arts

Cinema & theatre; Cinema & music; Cinema & literature

Unit 3: The practice of cinema: Idea to screen

Visualization strategies, Treatment and structure, Writing the screenplay, Writing narration, Character, action, dialogues, Shooting script and storyboard, Adding sound to visuals, Juxtaposition of visuals (Editing)

Suggested projects: Analysis of a film; Developing a script for a short film

SUGGESTIVE READINGS

How to Read a Film by James Monaco

Film Art by Bordwel and Thompson

Film Theory & Criticism, Ed. Leo Braudy, Marshall Cohen, Oxford University Press

Movies and Methods, Ed. Bill Nichols, Seagull Books

Directing the Documentary by Michael Rabiger

The History of Narrative Cinema By David Cook

Alternative Script Writing: Successfully breaking the rules, Ken Dancyger, Jeff Rush, Focal Press

Writing the Short Fiction Film, Pat Cooper, Ken Dancyger, Focal Press

MMC 204: Applications of Information Technology to Media

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply computer aided multimedia systems

CO2: Demonstrate the role and importance of data transmission, network topologies

CO3: Be acquainted with the different data storages and transmission systems used in modern information technology

CO4: Demonstrate various compressed and uncompressed file formats

Unit 1: Basics of Computer

Origin and growth of computer, Devices of computer system, Computer memory and its types, Operating system and its types (Open source and proprietered, compatibility between different operating systems), Basics of computer language

Unit 2: Process of data transmission

Basic elements of computer network, Types of network, Network topologies

Unit 3: Data storage and retrieval

Various compressed and uncompressed file formats for texts, images, audio and video, Search engines

Suggested project: Creating a domain for sharing resources among the students of the college

SUGGESTIVE READINGS

<http://cyberjournalist.org.in/>

<http://cyberjournalist.org.in/excerpt.pdf>

<http://www.thefreedictionary.com/Internet+journalism>

<http://www.educationnewsindia.com/2011/09/cyber-journalism-new-media-reporting.html>

http://www.ehu.es/argitalpenak/images/stories/libros_gratuitos_en_pdf/Ciencias_Sociales/Online%20Journalism%20Research%20methods.pdf

MMC 205: New Media & Cyber Technology

Paper Type: Theory

(100 marks) Lecture hours: 40 Tutorial hours: 20

On completion of the course, students will be able to

CO1: Apply different attributes of worldwide web

CO2: Analyze and apply security and surveillance systems

CO3: Apply fundamental concepts of social networking

CO4: Be acquainted with the role of hacking, ethics and emerging cultural trends

Unit 1: World Wide Web

Domains & portals, Search engines & browsers , Peer to peer file transfer, Hyperlinks, Wikipedia, Web 2.0

Unit 2: Security & surveillance

Unit 3: Social networking

Unit 4: Hacking, ethics and emerging cultural trends

IPR & copyleft, Cyber Culture in Indian perspective: Ravi Sundaram's Essay Recycling Modernity, Piracy Culture and debate over Plagiarism, The emerging idea of commons, Emerging derivative artforms like database cinema, mash up music and collage

Suggested projects:

- Preparing a blog.
- Analyzing two video sharing websites in terms of content

SUGGESTIVE READINGS

<http://cyberjournalist.org.in/>

<http://cyberjournalist.org.in/excerpt.pdf>

<http://www.thefreedictionary.com/Internet+journalism>

<http://www.educationnewsindia.com/2011/09/cyber-journalism-new-media-reporting.html>

http://www.ehu.es/argitalpenak/images/stories/libros_gratuitos_en_pdf/Ciencias_Sociales/Online%20Journalism%20Research%20methods.pdf

MMC 291: Writing, Editing Practicals

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Implement fundamentals on Quark Express

CO2: Apply the fundamental concepts of news gathering, reporting, editing and photography in newsletter publishing

CO3: Demonstrate the role and importance of page layout and printing

CO4: Analyze the role of distribution and publishing of a news letter

Introduction to Quark Express

News gathering, reporting, editing, photography, page layout, printing, distribution

SUGGESTIVE READINGS

Writing and Editing News (Studies in Journalism) by K. V. Krishnaswamy

MMC 292: Advanced Multimedia Software Lab

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Use Flash & After Effects

CO3: Use Final Cut Pro & Adobe Premiere

CO4: Enhance skills of HTML & Dream Weaver & Notepad ++

Students will choose any one of the following pair of softwares:

Flash & After Effects

Final Cut Pro & Adobe Premiere

HTML & Dream Weaver & Notepad ++

MMC 293: Digital Filmmaking Lab

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Handle camera

CO2: Record sound

CO3: Enhance the skill of editing

CO4: Shoot and edit film

Practice sessions in camera handling, framing, camera movements

Practice sessions in sound recording & track laying

Practice sessions in basic editing

Shooting & editing a 10 minute film (Those who opt for the editing software in MMC 207 will do the actual editing of the film)

MMC 294: Summer Internship

(100 marks)

On completion of the course, students will be able to

CO1: Be acquainted with the different functioning of media houses

CO2: Implement the acquired practical skills

CO3: Demonstrate the roles and difference of various types of media

CO4: Develop and evaluate the scope of media

Students will do a month long summer internship and submit a report at the end of the internship.

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Syllabus for M. Sc in Media Science

COURSE STRUCTURE (In-house)

(Effective from Admission Session 2020 -2021)

Detailed Syllabus

Semester III

MMC 301: Management Principles & Media Business

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

There will be some common lectures for all electives followed by specialization lectures for the four electives

On completion of the course, students will be able to

CO1: Apply concepts in generating revenue of business

CO2: Implement organizational skills in administrative jobs in a media house

CO3: Use management skills to run a media house

CO4: Supervise various ethical practices within an organization.

Unit 1: Organizational structure of the industry in question (Print/electronic/Ad agency/PR Agency/digital marketing agency)

Unit 2: Hierarchy & patterns of ownership and control prevalent in the industry in question

Unit 3: Relevant Acts in Parliament leading to growth of the industry (print or electronic media or cyber media) in India

Unit 4: Technological infrastructure & investment required in the industry in question

Unit 5: Mode of revenue generation

Unit 6: Ethical practices Suggested projects: Comparative study of one global and one local media house

SUGGESTIVE READINGS

Media and Communication Management-C.R. Rayudu

MMC 302 A & B: Communication Research

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Use concepts for both market and academic research

CO2: Perform analysis of content, DATA and materials available for a topic

CO3: Prepare questionnaires for surveys

CO4: Write inferences, executive summaries based on research on a particular topic.

Unit 1: Understanding research

Meaning & scope of research, Posing the research question, Framing a hypothesis, Planning a research methodology, Qualitative and quantitative research, Primary & secondary research , Market research Vs. Academic research

Unit 2: Tools of research

Participant observer, Content analysis, Survey through questionnaire, Focus group discussion, In depth interview, Textual analysis

Unit 3: Writing the report

Data analysis, Anatomy of a research report, Writing the executive summary, Writing the inferences, Reference & citations

Unit 4: Overview of research agencies

Suggested Projects: Study of standard surveys like National Readership Survey, TAM, Census; Conducting a small survey; conducting a focus group discussion & an in depth interview

SUGGESTIVE READINGS

Mass Communication Research Methods By Anders Hansen, Simon Cottle, Ralph Negrine, Chris Newbold; Pub: MacMillan

The Landscape of Qualitative Research: Theories and Issues Ed. Norman K Denzin, Yvonna Lincoln; Pub: Sage

A Handbook of Media & Communication Research By Klaus Bruhn Jensen Pub: Routledge

Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches 0002 Edition (Paperback) by Arthur Asa Berger

MMC 302 C: Research on Visualization & Design Strategies

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

For 302C, research should be aimed at developing the required media product/artifact

SUGGESTIVE READINGS

Visualizing Research: A Guide to the Research Process in Art and Design by Carole

MMC 302 D: Research on Copywriting & Visualization Strategies

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

For 302D, research should be aimed at developing the required media product/artifact

SUGGESTIVE READINGS

Visualizing Research: A Guide to the Research Process in Art and Design by Carole

MMC 303 A: Advanced Print Journalism & Photo Journalism

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Create News segments for News Channels

CO2: Edit, design and writing news for print and multimedia.

CO3: Write interview-based feature for personalities.

CO4: Use different photography techniques for creating News report.

Unit 1: Breaking news and follow up stories

Unit 2: Editorial responsibilities: Technique of editing a report, headline writing, designing the front page, positioning and sorting of news in different pages

Unit 3: Writing features, reviews and editorials: styles and contents

Unit 4: Investigative journalism

Unit 5: Photo journalism: Importance of photos in journalism, challenges of photo journalism, beats in photo journalism, studying some iconic photos, studying works of different photo journalists; agencies of photo journalism

Suggested projects: Writing three reviews – a book review, a film review and a restaurant review; Writing an interview based feature on a personality; Doing a photo essay on a current issue

SUGGESTIVE READINGS

<http://photojournalismlinks.com/>

<http://greatphotojournalism.com/>

<http://markhancock.blogspot.in/>

<http://www.journalismdegree.com/photojournalism-career/>

<http://lightbox.time.com/2012/12/11/times-best-photojournalism-of-2012/#1>

MMC 303 B: Radio Theory & Practice

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Write for radio – news, chat shows, RJ’s scripts, radio dramas etc

CO2: Use concepts of broadcasting technology during a Radio-project.

CO3: Produce interviews, programs, dramas for Radio.

CO4: Conduct various programs on Radio as a Radio Jockey

Unit 1: Historical perspective: Development of telegraph leading to development of radio; contributions of Jagadish Chandra Bose and Marconi; growth of radio in USA, UK and India; technology of radio broadcast – Medium wave, short wave, AM, FM, satellite radio, internet radio

Unit 2: Radio in India: Growth of All India Radio after independence, growth of FM channels; Ham radio and Community radio

Unit 3: Genres of radio programmes

Unit 4: Writing for the ear: Writing for radio – news, chat shows, RJ’s scripts, radio dramas, radio talk, types & techniques of radio interview Suggested projects: A critical evaluation of a community radio in the city; A guided tour of All India Radio or a private radio station and writing a report on the same; Comparing profiles of two private FM channels on the basis of listening to the two channels regularly for a fixed period of time

SUGGESTIVE READINGS

Radio Production, Fifth Edition by Robert McLeish

Radio & Television Journalism (K. M. Srivastav)

Audio Visual Journalism (B. N. Ahuja)

International Radio Journalism by Tim Crook

Radio production handbook: A beginner's guide to broadcasting by Arthur C Matthews

Basic Radio Production Handbook by M. Rogers McSpadden

Modern Radio Production by Carl Hausman, Philip Benoit, and Lewis B. O'Donnell

Radio Programming: Tactics and Strategy (Broadcasting & Cable Series) by Eric Norberg

MMC 303 C: Graphic Design Principles, Typography & Layout

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Conduct survey to assess psychological impact of type faces

CO2: Apply techniques for critical evaluation of design and layout of advertisements or hoardings

CO3: Design layouts for advertisement and commercials

CO4: Review, analyze and design typefaces for newspapers

Unit 1: Design elements: Line, Colour, Shape, Texture, Space, Form

Unit 2: Principles of design: Unity, Point, line and plane, Balance, Hierarchy, Scale, Dominance, Similarity, Contrast

Unit 3: Designing icons & symbols

Unit 4: Designing visual interfaces

Unit 5: Development of Typography & Typefaces: History of development of typography, typeface design, typeface for news headlines, advertisements, websites and other online interfaces, review of selected typefaces

Unit 6: Typography & Visuals: Juxtaposition of Texts with Visuals; Merging Texts with Visuals; Substituting Visuals with Texts

Suggested Projects: Assessing psychological impact of type faces through a survey; Study of continuity and change over decades in the use typefaces by a particular newspaper; Critical evaluation of design and layout of advertisements or hoardings

SUGGESTIVE READINGS

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton

Stop Stealing Sheep & Find Out How Type Works by Erik Spiekermann

The Anatomy of Type: A Graphic Guide to 100 Typefaces by Stephen Cole

MMC 303 D: Marketing Fundamentals & Corporate Communications

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Use skills for image building and crisis management of media houses

CO2: Identifying consumer requirements and strategy planning accordingly

CO3: Design, supervise and run publicity campaigns

CO4: Strategize, plan and promote branding techniques for media organization

Unit 1: Meaning of market: What is market, market segmentation, marketing mix, four ps of marketing

Unit 2: Products for marketing: Consumer durables, fast moving consumer goods, services; Positioning a product in the market, Product Mix, Product life cycle

Unit 3: Analysing the market: Market research, SWOT analysis, market share and market growth

Unit 4: Online marketing opportunities, Marketing through channel partners Processes for effective communication: Advertising; Sales Promotion; Public Relations; Direct Marketing

Unit 5: Methods and tactics in corporate communications: Management communications, Marketing communications, Organizational communications

Unit 6: Components of corporate communication: Corporate branding, Corporate & organizational identity, Corporate responsibility, Corporate reputation, Crisis communications, internal/employee communications, Investor relations

Unit 7: Public relations: Issue management, media relations, Company/spokesperson profiling

Suggested projects: Case studies of various media houses with emphasis on image building and crisis management

SUGGESTIVE READINGS

Marketing Management (12th Edition) by Philip Kotler Marketing Management – R. Saxena
Marketing by Charles W. Lamb

MMC 304 A: Cyber Journalism

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Use basic concepts for creating an interactive webpage

CO2: Implement Networked Technology, Open Source Production Processes & Multi Mediated Storytelling in journalism

CO3: Conduct Interactive Quiz, Poll Online AS NEW MODES OF SURVEY

CO4: Implement concepts for creating a Blog and Uploading Reviews of Other Blogs

Unit 1: Meaning and scope of cyber journalism:

How cyber journalism is different from conventional journalism (hyperlinked, convergent, interactive and immediate); critical evaluation of some sites and texts, digital media and its publics

Unit 2: Writing for the hyper text based media:

Web page, blog, email, cellular text messaging, social networking sites, Twitter and other new media in development.

Unit 3: Creating an interactive webpage using Dreamweaver

Unit 4: Technological infrastructure: its scope and challenges:

Organization, Technology and Multi Mediated Storytelling; Speedy Networks, New Gatekeepers; Networked Technology & Financial Concentration; Open Source Production Processes; Code as Law, Architecture and Politics.

Unit 5: Emergence of collaborative citizen journalism:

Telling personal stories in digital media; “Personal journalism” – Pundits, Freelancers, Public Intellectuals

Unit 6: Journalism’s public role revisited:

Origin & Nature of the Public Sphere; Public Sphere in the Internet Era; New Communities, New Routines, News Communities; Social Software & ‘We’ Media; Journalism’s Public Role Revisited

Suggested Projects: Conducting an Interactive Quiz or Poll Online; A Short Project with Open Source Software available on Net; Creating a Blog and Uploading Reviews of Other Blogs

SUGGESTIVE READINGS

<http://cyberjournalist.org.in/>

<http://cyberjournalist.org.in/excerpt.pdf>

<http://www.thefreedictionary.com/Internet+journalism>

http://www.ehu.es/argitalpenak/images/stories/libros_gratuitos_en_pdf/Ciencias_Sociales/Online%20Journalism%20Research%20methods.pdf

MMC 304 B: Television Journalism

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Conduct various programs on TV as a News Presenter

CO2: Use concepts of broadcasting technology while working in a TV News Studio

CO3: Prepare News Bulletin for TV News Channels

CO4: Conduct Interviews, Panel Discussions, Review Programmes, Lifestyle Programmes,

Features, Documentaries for TV Unit 1: Broadcast journalism: Principles & Practice: Broadcast Production, Broadcast Genres, Politics, Society and Journalism

Unit 2: Structuring Broadcast News: What Constitutes Television News; Sources of News; Structure of a News Capsule; Writing for the Ear; Writing to Visuals, Types of Visuals (Live footage, library footage, graphics), P2C, Body Language & Dress Code for a Reporter; Ethical Codes for a Reporter; Live Broadcast Vs. Delayed Broadcast; Television Newsroom; Anchoring a Story; Hierarchy of News; Compiling a News Bulletin; Breaking News Vs. Follow Stories

Unit 3: Other Genres of Programmes in News Channels: Interviews, Panel Discussions, Review Programmes; Lifestyle Programmes; Features; Documentaries

Unit 4: Development of Television Journalism in India: Doordarshan, Newstrack, Private News Channels; Local Vs. Global (International News Channels, National News Channels, Local News Channels)

Unit 5: Media Policies, Regulations and Ethics: Prasaar Bharati, Broadcast Bill, TRAI, Public Service Broadcasting Vs. Corporate Media

Unit 6: Sports and the Media: Cricket Vs. Other Sports; IPL Vs. Ranji Trophy; Cheer Leaders & Sexism in Sports; Cricketization of Media; Coverage of Olympics; Economics & technology of Sports Coverage

Suggested Projects: Content Analysis of any news bulletin for seven consecutive days; Following a particular current affairs programme or a talk show for a period of time and writing an analysis of the same.

MMC 304 C: Principles, Styles & History of Animation

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Prepare storyboards for any audio-visual project

CO2: Use basic concepts of animation for production of audio-visual content

CO3: Use basic concepts for making a stop motion animation film

CO4: Review, analyse and write for various animation films.

Unit 1: Principles of animation – persistence of vision, psi phenomenon

Unit 2: Early history – flip book, phenakitoscope, praxinoscope, zoetrope, Muybridge's experiment, stop motion animation, development of animation in America (Walt Disney vs independent styles) and East Europe (with emphasis on puppet animation)

Unit 3: Styles of 2D and 3D animation

Unit 4: Story boarding and animatrix

Suggested projects: Watching animation films from different parts of the world and analysing their style; studying the work of any good animation artist in India; visit to an animation studio; making a stop motion animation film

SUGGESTIVE READINGS:

The World History of Animation by Stephen Cavalier

The Illusion of Life: Disney Animation by Frank Thomas and Ollie Johnston

The Animators Survival Kit by Richard Williams

MMC 304 D: Consumer Behaviour & Brand Management

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Analyze and create case studies of brand building for different companies

CO2: Identify consumer requirements and strategy planning accordingly

CO3: Apply fundamental concepts towards building a Brand and Brand Equity of a company

CO4: Prepare detailed surveys, research on consumer trends on a particular sector

Unit 1: Variable involved in understanding consumer behaviour: Psychology of consumer behaviour; Sociological & anthropological aspects of consumer behaviour; Environmental factors

Unit 2: Dominant Forces Shaping Consumer Research

Unit 3: Consumer Behaviour & Management

Unit 4: Brand:

Definition of Brand, Brand Name, Brand Attributes, Brand Positioning, Brand Identity; Sources of Brand Identity, Brand Image; Brand Identity Vs. Brand Image; Brand Personality; Brand Awareness; Brand Loyalty; Brand Association

Unit 5: Brand Management:

Building a Brand; Brand Equity; Brand Equity & Customer Equity; Brand Extension; Co-Branding

Suggested Projects: Study the brand equity of an existing brand; case studies of brand building

SUGGESTIVE READINGS:

Building Distinctive Brand Assets by Jenni Romaniuk
Marketing: Theory, Evidence, Practice by Bryon Sharp

MMC 391 A: Print Practical

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: master the software Photoshop

CO2: master the software Indesign

CO3: master the software Illustrator

CO4: Design newspaper

Design and publish a newspaper using Adobe InDesign, Photoshop & Illustrator

MMC 391 B: A Short Television Program

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Design a production

CO2: Do professional light set up

CO3: Organize television program

Production of a studio based television program using a multi camera set up

MMC 391 C: Design Software Lab

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Master Illustrator

CO2: Master Photoshop, Indesign

CO3: Design brochure, invitation cards, book covers

CO4: Build professional portfolio

Design invitation cards, brochures, book covers (Adobe Illustrator, Photoshop & Indesign)

MMC 391 D: Publicity for an Event

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Plan an event

CO2: Organize an event

CO3: Promote the event

CO4: Write press releases

Plan an event, Do budgeting of the event, Promote an event both on online & offline, Invite guest & judges, Write a Press release.

MMC 392 A: Print or Cyber media research

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Do research on specific topic

CO2: Establish a thesis

Conduct a research on Print or Cyber media

MMC 392 B: Television or Radio Research

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Do research on specific topic

CO2: Establish a thesis

Conduct a research on television or radio

MMC 392 C: Animation Software Lab

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Implement theory knowledge in the practical

CO2: Master Flash

CO3: Master Toonboom

CO4: Create 2D animation movies

Making a one minute 2D animation film

MMC 392 D: Ad Campaign

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Create slogans for ad

CO2: Create promotional creatives

CO3: Create Ad campaign

CO4: Create awareness among people

Create an Ad campaign over a social awareness issue

MMC 393 A: Web Journalism Practicals

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Implement html and CSS

CO2: Master Dreamweaver

CO3: Design professional webpage

Creating an Interactive Web Page using Dreamweaver

MMC 393 B: Production of a Radio Drama/ Documentary

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Create radio programs

CO2: Create documentary

Make a radio drama or a documentary

MMC 393 C: Video / Composting Lab

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Master Adobe After effects

CO2: Do Background removal

CO3: Track any object onto a video

CO4: Add vfx to the video

Composite a video

- a) Using chroma keying change background
- b) Track the video with respect to an object
- c) Add vfx like smoke, fire or lighting effect to it
- d) Do color correction on it

MMC 393 D: Corporate film making

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Create corporate films for various brands

CO2: Create Promotional videos

CO3: Build up portfolio for organisation

Make a corporate film for a brand

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Detailed Syllabus

Semester IV

MMC 401 A & B: Comparative Media Studies

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Analyze on comparison across various media

CO2: Implement fundamentals about comparison across borders

CO3: Analyze the issues related to comparison across historical periods

CO4: Develop comparison across making, thinking and perspective

Unit 1: Comparison across Media, Comparison across National Borders, Comparison across Historical Periods

Unit 2: Comparison across Disciplines, Comparison across Making and Thinking, Comparison across Perspectives Suggested Projects: Studies of intertextuality in media; Studies of media in one country gaining popularity in another country; Addressing the issues of cultural imperialism.

Suggested Projects: Studies of intertextuality in media; Studies of media in one country gaining popularity in another country; Addressing the issues of cultural imperialism.

SUGGESTIVE READINGS

Advancing Comparative Media and Communication Research Joseph M Chan and Francis L.F Lee

MMC 401 C: Advanced Animation Techniques

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Explain the pipeline of 3D animation

CO2: Use Maya

CO3: Model and texture a character

CO4: Rig and Animate a character

CO5: Use CG Lights in maya

CO6: Render a scene

Preproduction, Production, Post production –Pipeline of 3D animation

Maya: Tools Basics

Basic shaders : Definition & Uses,types

CG Lighting : Definition & Uses, types

Render settings : Definition & Uses,types

Modeling, Texturing, Rigging & Animation – Definition & Workflow in details
Combining Animation with Live Action

MMC 401 D: Principles of Event Management

Paper Type: Theory

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Apply the fundamental concepts of the role of an event manager

CO2: Implement the tools of planning & research in event management

CO3: Do the ideation and concepts of an event

CO4: Implement the fundamental concepts of marketing an event and post event coverage

CO5: Implement the ability of safety aspects in event management

CO6: Analyze the role of virtual promotion in an event management

Unit 1: Event, Event management - Definition ,Types of events – wedding, other domestic events, fashion shows, corporate events, fairs, musical events etc, Planning & research/SWOT analysis, target audience analysis, Self funded events, sponsored events, commissioned events

Unit 2: Ideation, concepts for events, venue decoration, Event checklist, recce, trial, tests, auditions, Marketing an event (Branding, advertising, press management, invitations etc), Post event follow up, Safety aspects, security, first aid, Team selection, Budgeting

Unit 3:Event documentation, monitoring post event coverage, Virtual promotion, managing overseas event, How to open your own event management company

MMC 491 A, B, C, D: Live Project

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Implement media fundamentals in a project from a real life client

CO2: Produce a promotional film or a documentary for an NGO

CO3: Develop a feature that will be published

CO4: Organize a PR campaign or an Ad campaign

CO5: Create a brand portfolios with designs

Students will take up a project from a real life client and execute it. The client may be a corporate body or an NGO or an educational institution or a publishing house.

Students specializing in Electronic & Entertainment Media may do a promotional film or a documentary for an NGO.

Students of Print & Cyber Journalism may do a feature that will be published in a newspaper or online

Students of Marketing Communication may do a PR campaign for an organization or an Ad campaign

Students of Visual Communication may design a detail brochure for the client.

MMC 492 A, B, C, D: Dissertation & Viva

Paper Type: Practical

(100 marks) Contact hours: 10 Research hours: 10

On completion of the course, students will be able to

CO1: Implement fundamentals of the major subject/field of study,

CO2: Analyze current research and development work.

CO3: Contribute to research and development work.

CO4: Develop a holistic view to deal with complex issues.

Students can take any topic of their choice from the entire curriculum for an in-depth research. The research will entail field visits, interviews, surveys, photo or video documentation, textual analysis. The topic of the research will have to be original. After the research, the students will have to write a dissertation paper with all the supporting evidence of the research.

For evaluation of the dissertation, an extensive viva will be taken by an external examiner.

MMC 493 A: Website & Content Creation

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Create Promotional websites

CO2: Create Blogs

CO3: Earn revenue from websites

Create a website and create content for it

MMC 493 B: Production of a television news bulletin

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Create professional news bulletins

CO2: Work in media house

Create a television news bulletin

MMC 493 C: Production of a TVC with animation

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Use animation in ad as mix media

CO2: Master the software of animation

CO3: Create tvc

Create a tvc including animation

MMC 493 D: Planning and Executing an Exhibition

Paper Type: Practical

(100 marks) Contact hours: 40 Practice hours: 20

On completion of the course, students will be able to

CO1: Plan an exhibition

CO2: Make budget for exhibition

CO3: Organize an exhibition

CO4: Execute an exhibition

Plan & execute an exhibition

MMC 494 A, B, C, D: Internship

Paper Type: Practical

(100 marks)

On completion of the course, students will be able to

CO1: Apply study-related academic skills in practical situations

CO2: Expand their professional network in media practice

CO3: Develop an opinion on the career perspectives of a media professional

CO4: Develop a reflection of their personal learning in professional practice

CO5: Apply the concepts of lifelong learning to acquire professional skills

45 days to 60 days internship with an organization in line with the student's specialization. Marks awarded will be based on the report submitted by the student and assessment report given by the employer.